

<p>1. The first step in the process of developing a new product is to identify a market need. This is often done through market research, which can be conducted in a variety of ways, including surveys, focus groups, and interviews with potential customers.</p> <p>2. Once a market need has been identified, the next step is to develop a concept for the new product. This involves creating a detailed description of the product, including its features, benefits, and target market.</p> <p>3. The third step is to conduct a feasibility study. This is a study that evaluates the technical, financial, and market viability of the product concept. It typically involves a detailed analysis of the costs and benefits of the product, as well as an assessment of the competitive landscape.</p> <p>4. If the feasibility study is positive, the next step is to develop a business plan. This is a document that outlines the company's strategy for developing and marketing the new product. It typically includes information about the company's financial goals, marketing strategy, and production process.</p> <p>5. The final step in the process is to launch the product. This involves creating a marketing campaign to promote the product and getting it into the hands of customers. Once the product is launched, the company will need to monitor its performance and make any necessary adjustments.</p>

David A. Lambertson

1636

[illegible]

INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner
435	254.11 41, 43	9/9/04	DJ
↓	471	↓	↓

[illegible]

Continuation of previous Search Note